

BLACK CULTURE CENTER:  
USAGE AND RACIAL ATTITUDE IDENTITY STUDY

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ABSTRACT

The purpose of this study is to examine the relationship between racial identity attitudes of Black students at the University of Missouri and their usage of the Gaines/Oldham Black Culture Center. Cross's expanded nigrescence model and Astin's Input-Environment-Output model are used as the theoretical frameworks to guide this quantitative study. This study examined data collected from 194 participants. Utilizing participant responses to Cross's Racial Identity Scale instrument, and Two-Step cluster analysis, three racial identity clusters were created to serve as the independent variables. Participants' responses to their usage of the GOBCC created one dependent variable through the usage factor analysis. Analysis of variance and analysis of covariance were conducted to determine if there is a relationship between Black students' racial identity attitudes and their usage of the GOBCC. The results of this study suggest a Black student's racial identity can explain up to 83% of the variability in their usage of the GOBCC. Additionally, Black students with more immersion-emersion attitudes are more likely to use the GOBCC than their peers, and Black students with more pre-encounter attitudes are less likely to use the GOBCC than their peers. The findings of this study have important implications for Black Culture Centers, institutional policy making, and research.